

NTID
Digital Imaging and Publishing Technology Outcomes Assessment
Plan and Report for AY 2007-2008

Program Goal: Provide students with job entry skills to acquire a variety of positions in the imaging and publishing industry as technicians in Print Publishing & Prepress, Print Output Production, Imaging Production, and Web Production.

Critical Outcomes for all Students		Assessment of Outcomes		Timeline		Results	
Domain/Task/ Capability	Performance Criteria/ Benchmarks	Instrument/ Opportunity	Assessment of Performance	Develop	Collect	Summarization of Results	Use of Results
Eighty percent (80 %) of the students will be able to acquire general knowledge in most aspects of digital imaging.	a. Students will acquire fundamental knowledge in most areas of digital imaging from image acquisition, manipulation, output, publishing techniques to market and processes used in the industry.	Projects and exams will be used in a variety of advanced courses to assess the skills listed in this category.	Must meet or exceed entry level professional standards for all associated items in this category based on projects, tests given in one of the four concentrations listed below.	AY 2002-2003	AY 2003-2005	Based on an assessment of the outcomes for each of the four concentrations, we have exceeded our program outcomes goals.	the strengths of the DIPT program were included in the development of the new AIS program and its concentrations.
Résumé and Portfolio (Technical) Eighty percent (80 %) of the students will produce a résumé and a portfolio that are professional looking with accurate and clearly stated content.	a. Students will produce a professional looking résumé . b. Students will produce a résumé that is accurate. c. Student will produce a résumé whose content is clearly stated. d. Students will produce a professional looking portfolio representative of their skills.	Review of résumés and portfolios in various courses such as Employment Seminar, and by faculty on an individual basis.	Must meet or exceed entry level professional standards for all associated items in this category.	AY 2002-2003	AY 2003-2005	All (100%) of students completed the expected portfolio after appropriate opportunities for edits and revisions.	Students use their portfolio for job interviews and/or application to baccalaureate program, as needed. Examples of some portfolios are also maintained by department
Imaging	a. Students	Projects and	Must meet or	AY	AY	In AY 2006 and	The Imaging

<p>Concentration Eighty percent (80 %) of the students in this concentration will be able to acquire, manipulate and display images using a variety of printing techniques commonly found in the imaging industry.</p>	<p>will acquire files or images using various techniques from digital imaging to scanning. b. Students will manipulate images to meet specifications for reproduction using various processes. c. Students will output images in a variety of formats on numerous substrates using digital and traditional methods. d. Students will retouch and restore images to a prescribed status.</p>	<p>exams will be used in a variety of advanced courses to assess the skills listed in this category.</p>	<p>exceed entry level professional standards for all associated items in this category based on projects, tests and final project in the following courses: 0878-324 Image Retouch & Restore, 0878-352 Imaging Lab.</p>	<p>2002-2003</p>	<p>2003-2005</p>	<p>AY 2007, 100% of the students who took the course 0878324 or its equivalent new course 0855374 passed with a "C" or better; 71% with a "B" or "A" grade. 100% of the students who took the course 0878352 passed with a "C" or better.</p>	<p>concentration from the DIPT program has been modified in the new AIS program. Traditional chemical-based photography techniques have been eliminated in the new program. The digital imaging skills as taught and assessed in the DIPT program continue and are enhanced in the new AIS program. Student achievement in digital imaging continues to be at or above the expected outcome.</p>
<p>Web Production Concentration Eighty percent (80 %) of the students in this concentration will be able to prepare text and graphics for web publishing based on specifications.</p>	<p>a. Student will publish text and graphics formatted for the web. b. Students will import and export graphics including video clips for publishing on the web. c. Students will use databases to publish information on the web.</p>	<p>Projects and exams will be used in a variety of advanced courses to assess the skills listed in this category.</p>	<p>Must meet or exceed entry level professional standards for all associated items in this category based on projects, tests and final project in the following course: 0878-328 Digital Media Interactive.</p>	<p>AY 2002-2003</p>	<p>AY 2003-2005</p>	<p>In AY 2006 and AY 2007, 83% of the students who completed the course 0878324 passed with a "C" or better. One student never completed an "I" grade.</p>	<p>Overall, achievement was at the low end of our expected outcomes (entry level professional standards). We will continue to evaluate the delivery of this aspect of our new AIS curriculum to better assure a higher level of student and program success.</p>

	d. Students will use a variety of web publishing techniques such as motion graphics and video clips to enhance web pages.						
Print Publishing & Prepress Concentration Eighty percent (80 %) of the students in this concentration will be able to prepare text and graphics for publishing from a variety of sources including the use of common prepress techniques such as preflight procedures.	a. Students will acquire, generate and prepare text using desktop publishing software. b. Students will acquire, generate and prepare graphics using various graphic software. c. Students will apply various publishing techniques such as the use of databases. d. Students will apply common prepress techniques such as using preflight software. e. Students will produce jobs which are ready for reproduction.	Projects and exams will be used in "Publication Publishing" to assess the skills listed in this category.	Must meet or exceed entry level professional standards for all associated items in this category based on projects, tests and final project in the following course: 0878-304 Publication Publishing.	AY 2002-2003	AY 2003-2005	In AY 2006 and AY 2007, 100% of the students who completed 0878304 or its equivalent course 0855333 in the new AIS program earned a "C" or better grade; 75% earned a "B" or and "A" grade.	This course was the capstone course in the DIPT program Print Publishing concentration. As a result of the high achievement and interest, a Publication Publishing II course has been included in the new AIS program's similar concentration. One faculty member has completed an intensive professional development project to enhance her knowledge and skills in publication publishing strategies and procedures.
Print Output Production Concentration Eighty percent (80 %) of the	a. Students will be able to assemble printing elements	Projects and exams will be used in "0878-362 Applied	Must meet or exceed entry level professional standards for	AY 2002-2003	AY 2003-2005	Few students elected the DIPT Print Production concentration	The DIPT Print Production concentration, which focused

<p>students in this concentration will be able to output production using a variety of printing systems commonly used in the publishing industry.</p>	<p>ready for reproduction. b. Students will be able to proof jobs and make printing plates. c. Students will output jobs to various production systems including digital and non-digital processes.</p>	<p>Production I” to assess the skills listed in this category.</p>	<p>all associated items in this category based on projects, tests and final project in the following course: 0878-362 Applied Production I.</p>			<p>and the course 0878362. 100% of the students earned a "B" or better and 67% earned an "A" grade.</p>	<p>on offset litho printing and related procedures, has not been included in the new AIS program due to lack of interest and low job placement history. However, we noticed that students who did complete 0878362 has significantly better portfolios than their peers who did not elect this course. Therefore, we have made a production course a required component in the new AIS curriculum with a modified focus on digital print and digital media production.</p>
<p>Having conducted a job search process, eighty percent (80 %) of the students will complete a 10-week co-op work experience.</p>	<p>80% of the students will perform at or above expected levels on co-op.</p>	<p>NCE co-op data</p>	<p>Students will receive a rating of 3 or above (5-point scale) on the Co-op Supervisor Evaluation.</p>	<p>AY 2002-2003</p>	<p>AY 2003-2005</p>	<p>For students in the Arts & Imaging Studies Department the mean rating by co-op supervisors was 3.75 (N=12) during the four quarters 20064-20073.</p>	<p>no action needed</p>
<p>Students will gain entry-level employment</p>	<p>90% of graduates will be employed in the field.</p>	<p>NCE placement data</p>		<p>AY 2002-2003</p>	<p>AY 2003-2004</p>	<p>For AY 2005-2006 n=11; 50% of students seeking</p>	<p>no action needed</p>

in the digital and imaging field.						employment were working	
Graduating students will indicate satisfaction with program courses.	80% of graduating students will rate courses in the major as satisfactory or above.	Student Satisfaction Survey Annual survey administered to all students in Arts & Imaging Studies Department.	Students will indicate "agree" or "strongly agree" (a score of 4 or 5 on a five-point scale) on program satisfaction components of the A&IS Department Student Survey instrument.	AY 2005-2006	AY 2005-2006	no survey of current students was completed this year	no action needed
Program alumni will indicate satisfaction related to employment preparation. Alumni will indicate satisfaction with instruction received.	80% of alumni will be satisfied with the technical preparation for their job. 80% of Alumni will indicate satisfaction with the instruction they received at NTID/RIT.	Alumni Survey	Alumni will indicate an average score of 3 or above (5-point scale) on how useful are the education and skills received at NTID/RIT, a component of the Alumni Survey instrument. Alumni will rate their NTID/RIT experience as Good or Excellent (5-point scale) for the instruction they received.	AY 2007-2008	AY 2007-2008	For Arts and Imaging Studies Department AOS & AAS alumni who graduated from 2001-2006 and responded to the 2007 alumni survey, N=18; 83.3% indicated satisfaction.	no action needed

Comments:

**The outcomes assessment plan for DIPT is currently being revised as part of new curriculum development efforts within the department as a whole. Program will be discontinued in June, 2009. Relevant elements of this program have been included in the new Arts & Imaging Studies program core, concentration, and elective courses and in the AIS pre-baccalaureate studies option.

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